

New Exhibitor Welcome Guide



*Your roadmap to a successful first IPPE
experience.*





Welcome

Welcome to IPPE! We're excited to have you as a first-time exhibitor. This guide is designed to help you prepare, succeed and make the most of your experience at IPPE.

Start Here

- Review Key Deadlines and Mark Your Calendar
- Note Booth Information and Logistics
- Order Booth Services (Electric, Furnishings, Etc.)
- Review the Exhibitor Manual
- Put Together an Exhibitor Checklist
- Plan Booth Staffing
- First-Time Exhibitor Tips
- Promote Your Participation

Key Dates & Deadlines

- **Exhibitor Planning Calendar**
An exhibitor planning calendar can be found on the IPPE website at <https://www.ippexpo.org/files/2027/2027-Exhibitor-Planning-Calendar.pdf>

Booth Payment Deadline

Payment Terms:

- **Non-Refundable Application Fee:** \$500 payable online by credit card or bank transfer day of application. Booth is not contracted until receipt of application fee.
- Contracts issued by August 15, 2026:
 - Booths 300 square feet or smaller - payable in full within 45 days of contract
 - Booths 301 square feet or larger - 25% of balance payable within 45 days of contract date and/or final balance due by September 30, 2026
- Contracts issued August 16 - September 30, 2026 - Payment in full within 30 days of contract
- Contracts issued October 1 – December 15, 2026 - Payment in full within 15 days of contract
- Contracts issued December 16, 2026 – January 15, 2027 - Payment in full at time of order

Note: There is a 3% non-refundable convenience fee applied to all payments made via credit card

Payments are due according to the payment terms. Payment not made in full will result in the loss of booth space and seniority.

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- **Discount Ordering Deadline**
Applies to GES, Edlen, CCLD, PRG, LEVY, Teasley's Convention Florist – January 5, 2027
 - **Shipping Deadlines (Advance Warehouse & Direct)**
GES is IPPE's general service provider. See Shipping section of Exhibitor Kit/Online GES Shopping. Information can be found under the following link, <https://www.ippexpo.org/exhibitor-resources/> and will be available July 31.
 - **Move-In and Move-Out Times** – This show is a scheduled (targeted) show for move-in and move-out. See the Exhibitor Kit/Online GES Shopping TARGET INFORMATION where you can find booth target maps to know move-in and move-out dates. This show is scheduled based on booth size and location. Information can be found under the following link <https://www.ippexpo.org/exhibitor-resources/> and will be available July 31.
 - **Show Dates and Hours**
 - Tuesday, January 26, 2027 – 10:00 a.m. to 5:00 p.m.
 - Wednesday, January 27, 2027 – 9:00 a.m. to 5:00 p.m.
 - Thursday, January 28, 2027 – 9:00 a.m. to 3:00 p.m.
 - **Show Location**
Georgia World Congress Center, Atlanta, GA USA

Booth Information & Logistics

- **Standard Booth Package Details**
Available for 10x10 booth, 100sf; includes carpeting, table, 2 chairs, wastebasket and 1-time carpet cleaning - see IPPE Special Booth Package section of the Exhibitor Kit/Online GES Shopping <https://www.ippexpo.org/exhibitor-resources/>, which will be available July 31.
- **Booth Dimensions**
See booth contract for booth dimensions and booth type.
- **Booth Set-Up Rules**
See booth display rules: <https://www.ippexpo.org/files/2027/2027-Booth-Display-Rules.pdf>
- **Electrical, Furnishings, Food and Beverage, etc., Ordering**
View the Exhibitor Kit/Online GES Shopping for information on furnishings, utilities and other vendor services. This show is scheduled based on booth size and location. Information can be found under the following link, <https://www.ippexpo.org/exhibitor-resources/> and will be available July 31.
- **Shipping Instructions**
See Shipping section of Exhibitor Kit/Online GES Shopping, which will be available July 31

- **Material Handling Information**
See Material Handling/Drayage section of Exhibitor Kit/Online GES Shopping, , which will be available July 31
- **Access the Exhibitor Resource Center (ERC) Portal (Exhibitor Dashboard)**
The Exhibitor Resource Center portal will be available once the application fee is paid and the contract is approved. An email will be sent to the primary booth contact with a link for login and ability to set password, as well as add other users for access.

Exhibitor Manual

Access the full Exhibitor Manual through the Exhibitor Resource Center Portal or via the IPPE website <https://www.ippexpo.org/> under the EXHIBIT tab of the menu in the EXHIBITOR RESOURCES section. Be sure to review all required forms and deadlines.

Exhibitor Checklist

- **Confirm Booth Details** – Payment, dimensions, design
- **Order Services and Furnishings** – Hospitality, security, lead retrieval, plant and floral, electrical
- **Finalize Booth Design** - If booth is 300 sf ft or more, send the design to Anne Sculthorpe, asculthorpe@ippexpo.org, for review/approval
- **Train Booth Staff** – Set clear expectations and sales goals for your booth staff.
- **Prepare Marketing Materials** – Pack and ship to site or carry with you
- **Schedule Onsite Meetings** – In addition to scheduling meetings in your booth space, IPPE has **Customer Connection Center meeting rooms** for up to 12 persons, located on the B-HALL show floor. The rooms are available during show hours to those with 200 sq ft or larger booth space. Information and reservations can be found at <https://www.ippexpo.org/exhibitor-resources/>, and the rooms will be available October 5.
The **Georgia World Congress Center meeting rooms** are also available for larger meetings or hospitality and are available outside of show hours (prior to daily show opening, during lunch 12:00-1:30 p.m. ET, and after daily show close). Information and reservations can be found at <https://www.ippexpo.org/exhibitor-resources/> and will be available October 5.

Booth Staffing

Be sure to staff your booth appropriately. Registration for booth staffing will open on Oct. 4, and registration is complimentary through Jan. 25, 2027. Look for the Registration and Housing widget in the Exhibitor Resource Center portal to manage these. If you have any questions, please contact Robin Hughes, expo registration manager, rhughes@ippexpo.org, 678.514.1975.

First-Time Exhibitor Tips

- **Engage Attendees Proactively** – Don't be emersed in your phone or laptop; make eye contact, greet and engage with attendees.
- **Keep Your Booth Clean and Inviting** – Attendees are drawn to organized booths and giveaways (pens, notepads, useful items, hospitality, etc.)
- **Have a Clear Message** – Use visual guides to express your message
- **Follow Up Quickly with Leads after the Show** – Make a connection while the show is still top-of-mind to the attendee

Here is a link to a **First Time Exhibitor Checklist** provided by our official contractor for the show, **GES**, that you may find beneficial: <https://insights.ges.com/exhibitor-resources/exhibitor-checklist>

Marketing & Promotion

- **Sponsorships** – Sponsorships information can be found under the following link, <https://www.ippexpo.org/exhibitor-resources/> and will be available in June.
- **NEXUS IPPE Database Marketing** – Email Norm Gritsch for information, Norm@thenexus.net for more information about target marketing to customers.
- **Use IPPE Branding and Hashtags** – See Media tab of IPPE website menu for images, banners and logos. <https://www.ippexpo.org/>
- **Promote Your Booth on Social Media** – Set up scheduled pre-show marketing, during-show marketing and post-show marketing and promote through your social media channels.
- **Invite Customers and Prospects** – Use IPPE branding for your emails, as well as IPPE's customer invite program to invite your customers and prospects
- **Update Your Exhibitor Profile** – Ensure your company description and product categories are complete as these are the sources of information for the mobile app and online directory product and services search engines.

Lead Capture & ROI Tips

- **Define What Qualifies as a Lead** – Assign values based on job role, behavior and engagement to ensure focus on most qualified prospects
- **Capture Contact Information Onsite** – Collect business cards or use the lead retrieval system that is rentable through the exhibitor kit (Other Vendor Services section). Offer discount, bonus or exclusive content for sales within a short window of time. Use QR codes within your booth space for fast downloading of company and product information by attendees.
- **Take Notes for Follow-Up** – Active listening uncovers buyer needs; share sales materials that address pain points; stress value of product/service to better help attendee's reach their goal
- **Follow Up Quickly after the Show to Expand the Lead** – Be sure to following up in a timely manner after the show. Offer additional information and possible savings to meet their budget and timeline.

On-Site Information

- **Registration and Badge Pickup** – Available in A/B-Lobby beginning 12:00 p.m. on Sunday, January 24, 2027, and in C-Lobby beginning 7:00 a.m. Monday, January 25, 2027. There are also Scan & Go badge pick-up areas available in the Marriott Marquis, Westin Downtown, Omni and Signia hotel lobbies.
- **Venue Map and Booth Location** – See the online Exhibitor Kit, Show Information section for the venue facility map. The exhibit floor plan can be viewed at https://ippe27.mapyourshow.com/8_0/exhview/index.cfm.
- **Parking and Transportation** – IPPE block hotels have shuttle bus service. Look for the IPPE shuttle bus signage in the hotel lobby. If you are driving to the Georgia World Congress Center, you can preorder parking through the following link, <https://gwcc.parkingguide.com/>.
- **Exhibitor Service Desk** – GES and Edlen have service desks in the A/B Connector (hallway connecting A-HALL to B-HALL) and in the B/C-Connector Bridge (located at high number end of Aisle 31000 in B HALL and low number end of Aisle 31000 in C HAL). If GES services are needed or you have questions about furnishings or shipments, you may text GES at 770.758.6160. This text number is operational only between January 21 and January 31, 2027, while IPPE is onsite.

FAQs

- **Are Giveaways Allowed?** Lotteries and/or raffles are not allowed. You may collect business cards and have a prize drawing. Distribution of giveaways, souvenirs, publications, candy and/or food samples, etc., or other sales materials or sales promotion activities must be conducted by the Exhibitor from within their contracted booth space only, unless otherwise authorized in writing by show management. Exhibitor shall not use roving exhibit or roving personnel outside of contracted exhibit space.
- **Is Photography/Videography Allowed?** Exhibitor is allowed to photograph or video their own exhibit, but not of other exhibits. Attendees must have expressed consent from an exhibitor to take photos or video of exhibit, including machinery. IPPE has an official photographer. The photographer's information can be found in the Exhibitor Kit in the Other Vendor Services section, and the photographer may be hired for professional shots. If you wish to use an outside photographer or videographer, approval in writing by show management must be obtained.
- **Where Can I Find Food/Drink Onsite?** During move-in and move-out, a Blue Plate Special is made available on show hall floors at A2, B2 and C1 concession areas or the venue's cafeteria, Bridgepoint, on level 2 of B Building featuring a protein and sides, roll and drink for \$12. During show days, there are several food courts within the show halls, plus vending machines in the public spaces of the venue. Exhibitors have two exhibitor lounges, one in the B/C-Connector Bridge near the GES Service Center on the C-HALL end of the bridge, and one in B-Building, one level above the show floor on level 2 between entrances B3/B4 and B4/B5 at the FOODWORKS concession area. Exhibitor must wear an exhibitor badge for entry and the cost is \$16 for salad, protein, vegetable, bread, dessert and drink. If you cannot leave your booth due to staffing constraints, you may order for delivery from Levy, the official food and beverage provider of the Georgia World Congress Center. A catering menu can be located in the online Exhibitor Kit in the Other Vendor **I Contact For Any Help Needed?** Please see the

Contact Information

	Contact Name	Email Address	Phone Number
Audio-Visual Rental	PRG Exhibit Services	tradeshows@prg.com	(888) 844-4225
Booth Space	Anne Sculthorpe	asculthorpe@ippexpo.org	(678) 514-1976
Computer Rental	PRG Exhibit Services	tradeshows@prg.com	(888) 844-4225
Customer Connection Meeting Room Requests	Anne Sculthorpe	asculthorpe@ippexpo.org	(678) 514-1976
Customs Clearance	Pat Vidal	pat.vidal@dsv.com	(770) 855-2515
Exhibit Services Director	Anne Sculthorpe	asculthorpe@ippexpo.org	(678) 514-1976
First Aid	Cedrick Harmon, Reliable Security Services, LLC	charmon@reliablesecurityllc.com	(404) 867-6805
Freight	Freight Operations, GES	ATLFRTOPS@ges.com	(770) 372-5200
Furnishings	GES Customer Service	Online chat at https://ordering.ges.com/	(800) 801-7648 International: (702) 515-5970 Mon - Thu 9:00 a.m. - 5:30 p.m. ET
Georgia World Congress Center	Kelly Bryl Martin Lett	kbryl@gwcc.com mlett@gwcc.com	(404) 223-4300
Hotel Questions	Maritz	ippeexh@maritz.com or ippeexh@eventshq.com	(800) 293-7279 DOM (240) 439-2992 INTL
Housing Provider	Maritz	ippeexh@maritz.com or ippeexh@eventshq.com	(800) 293-7279 DOM (240) 439-2992 INTL
Installation & Dismantling	GES Customer Service	Online chat at https://ordering.ges.com/	(800) 801-7648 International: (702) 515-5970 Mon - Thu 9:00 a.m. - 5:30 p.m. ET
Lead Collection Equipment	Maritz	ExhibitorServices@maritz.com	(888) 889-4674
Marketing/ Sponsorship Programs	Lisette Reyes	lreyes@ippexpo.org	(770) 635-9053
Media/Public Relations	Hannah Keck	hkeck@uspoultry.org	(678) 514-1979
Meeting Room Requests at GWCC	Barbara Jenkins	bjenkins@uspoultry.org	(770) 635-9050
Models/Booth Personnel	Victory Agency	info@victory-agency.com	(239) 332-7392
Photography	Phil Skinner Photography	Phil@philskinnerphotography.com	(404) 513-2134

Plant and Floral Service	Teasley's Convention Florist	Online Ordering: www.conventionflorist.com	(615) 876-3695
Refrigeration	Lowe Refrigeration	info@loweusa.com	(770) 461-9001
Registration Provider	Maritz	ippeexh@maritz.com or ippeexh@eventshq.com	(800) 293-7279 DOM (240) 439-2992 INTL
Registration Questions	Maritz	ippeexh@maritz.com or ippeexh@eventshq.com	(800) 293-7279 DOM (240) 439-2992 INTL
Security	Brett Force	bforce@uspoultry.org	770-376-0679
Security Vendor	Cedrick Harmon, Reliable Security Services, LLC	charmon@reliablesecurityllc.com	(404) 867-6805
Shipping Information	GES Customer Service	Online chat at https://ordering.ges.com/	(800) 801-7648 International: (702) 515-5970 Mon - Thu 9:00 a.m. - 5:30 p.m. ET
Utilities	Edlen Electrical	Atlanta@Edlen.com	(404) 223-8400
Internet Provider	CCLD	info@cclld.net	(404) 222-5500